

FIG. 1

PRIOR ART

Report: Promotional Click-Through's for December 30, 1999

Web Page ID	User	Promotional Click-Through
1. Home Page 3	Visitor	2,231
2. Home Page 2	Partner	1,278
3. General Product Description	Customer	1,234
4. General Product Description	Visitor	1,210
5. Services Q&A	Customer	1,199
6. News: Press Release 3	Visitor	1,245
7. News: Press Release 2	Partner	1,119
9. Services Q&A	Partner	899
10. Home Page 1	Customer	753
		<u>100</u>

FIG. 2

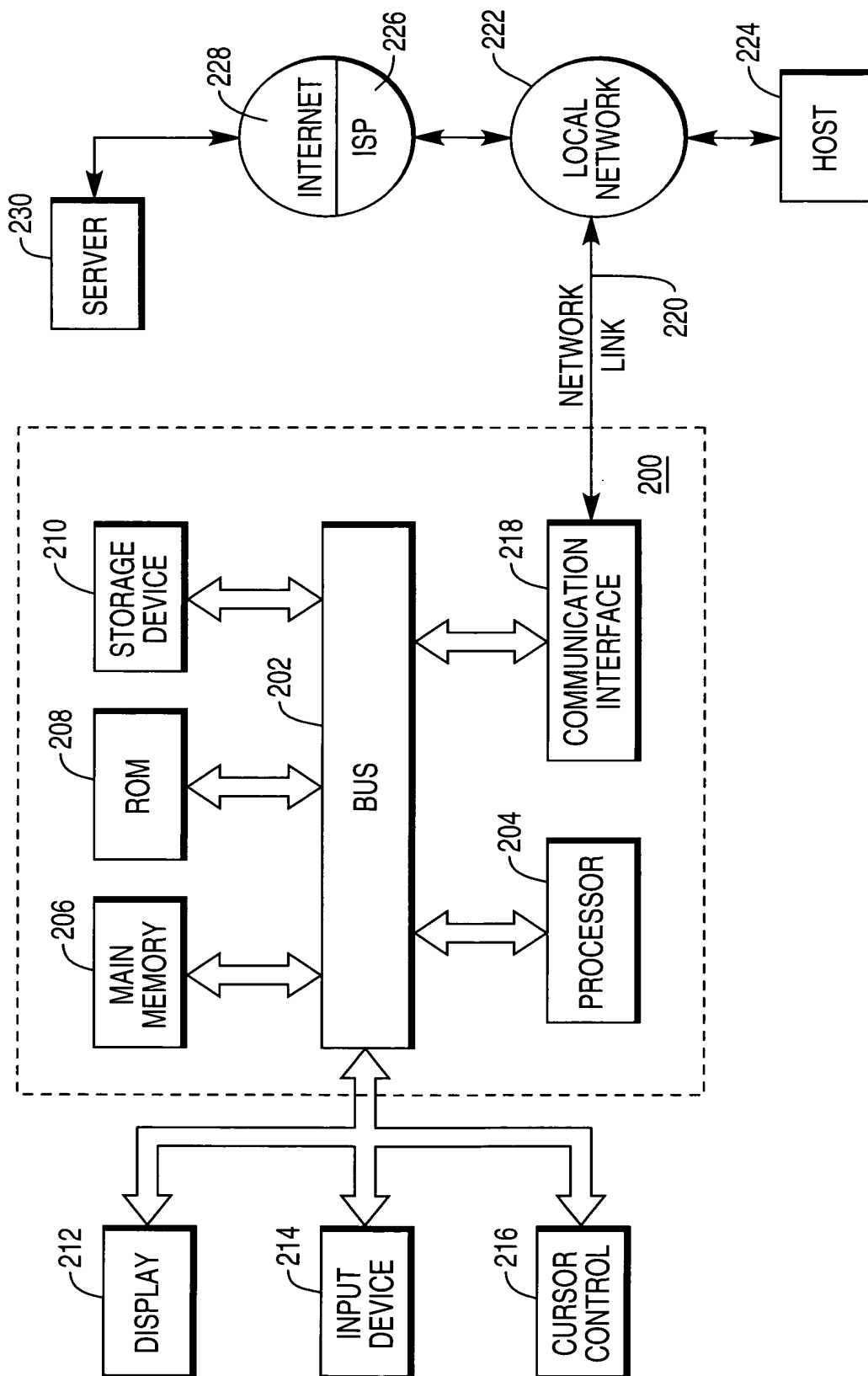


FIG. 3

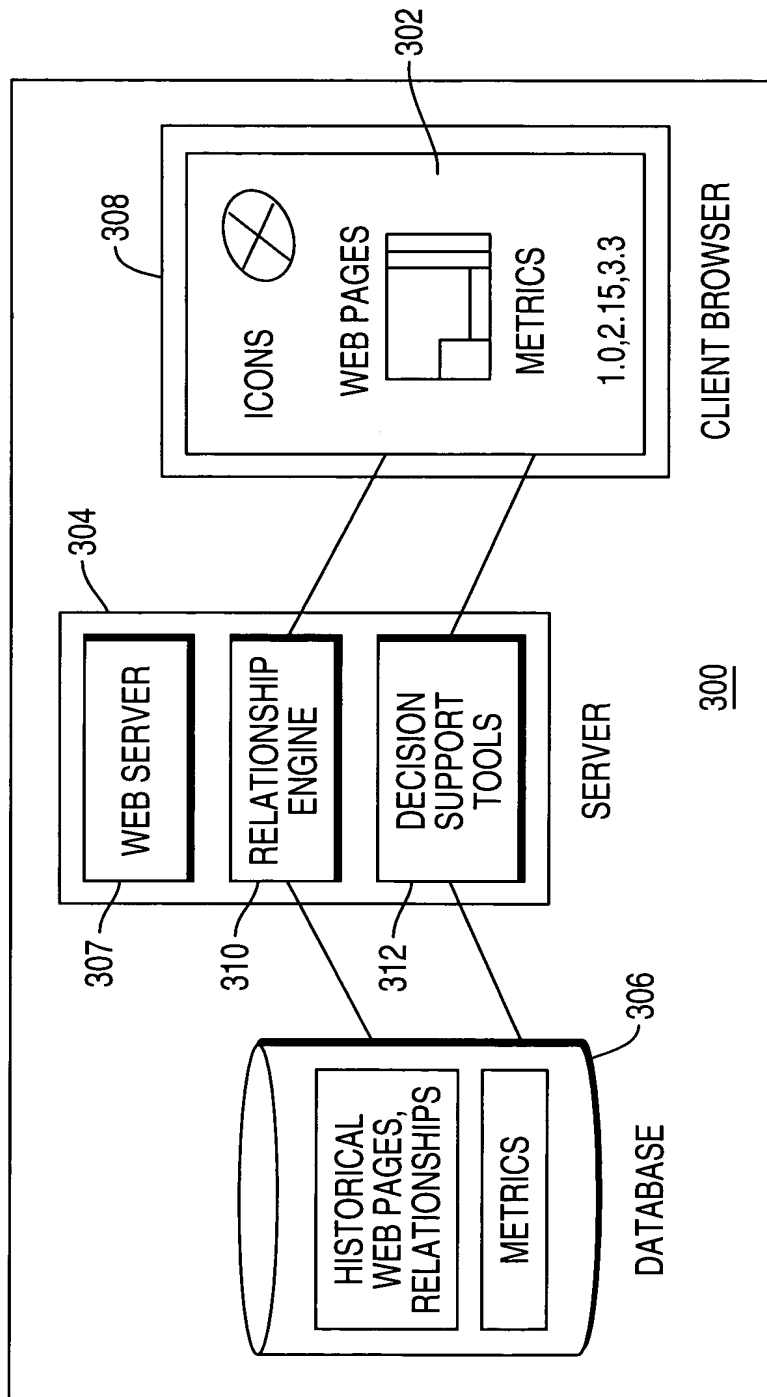


FIG. 4

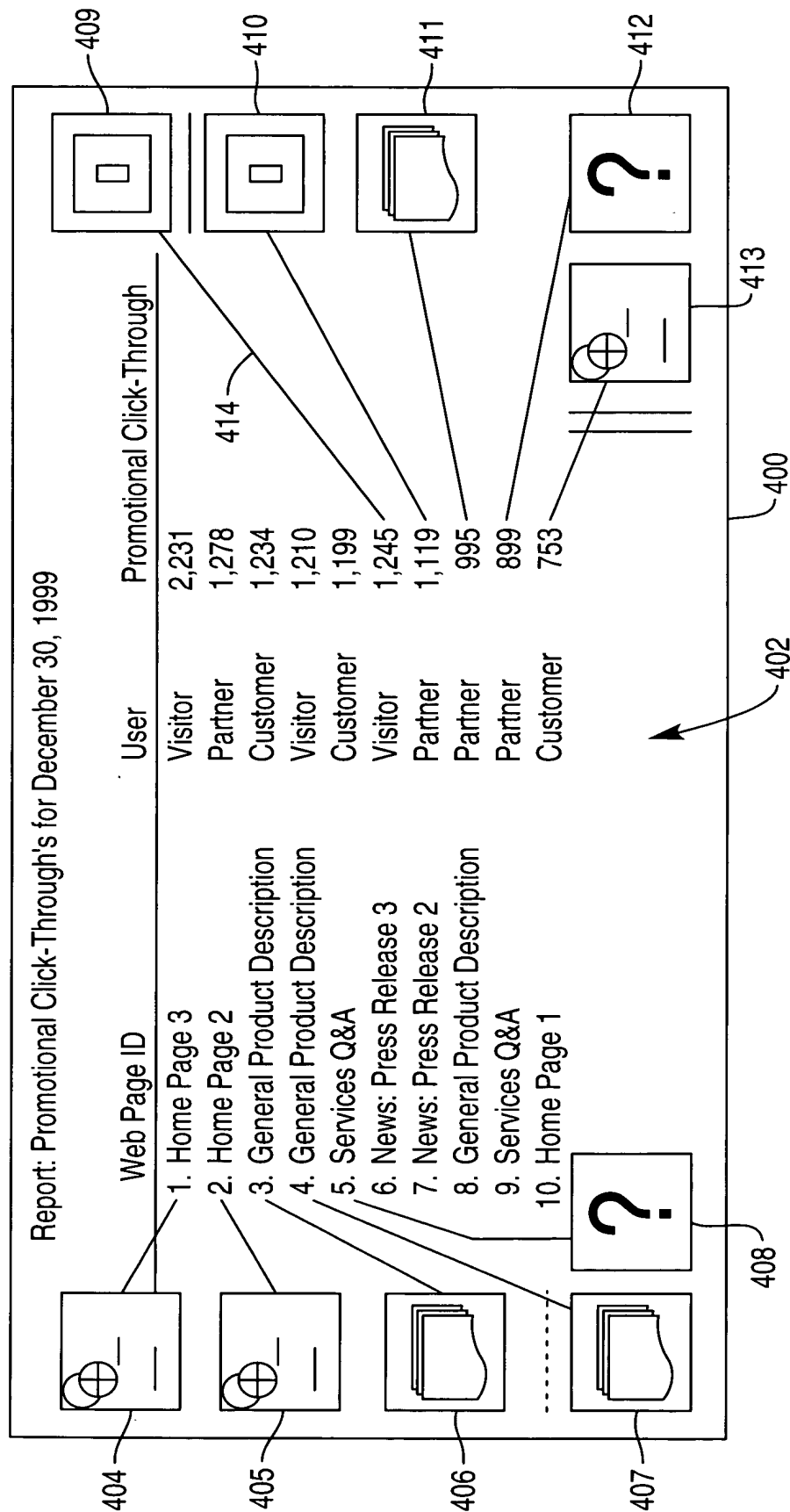
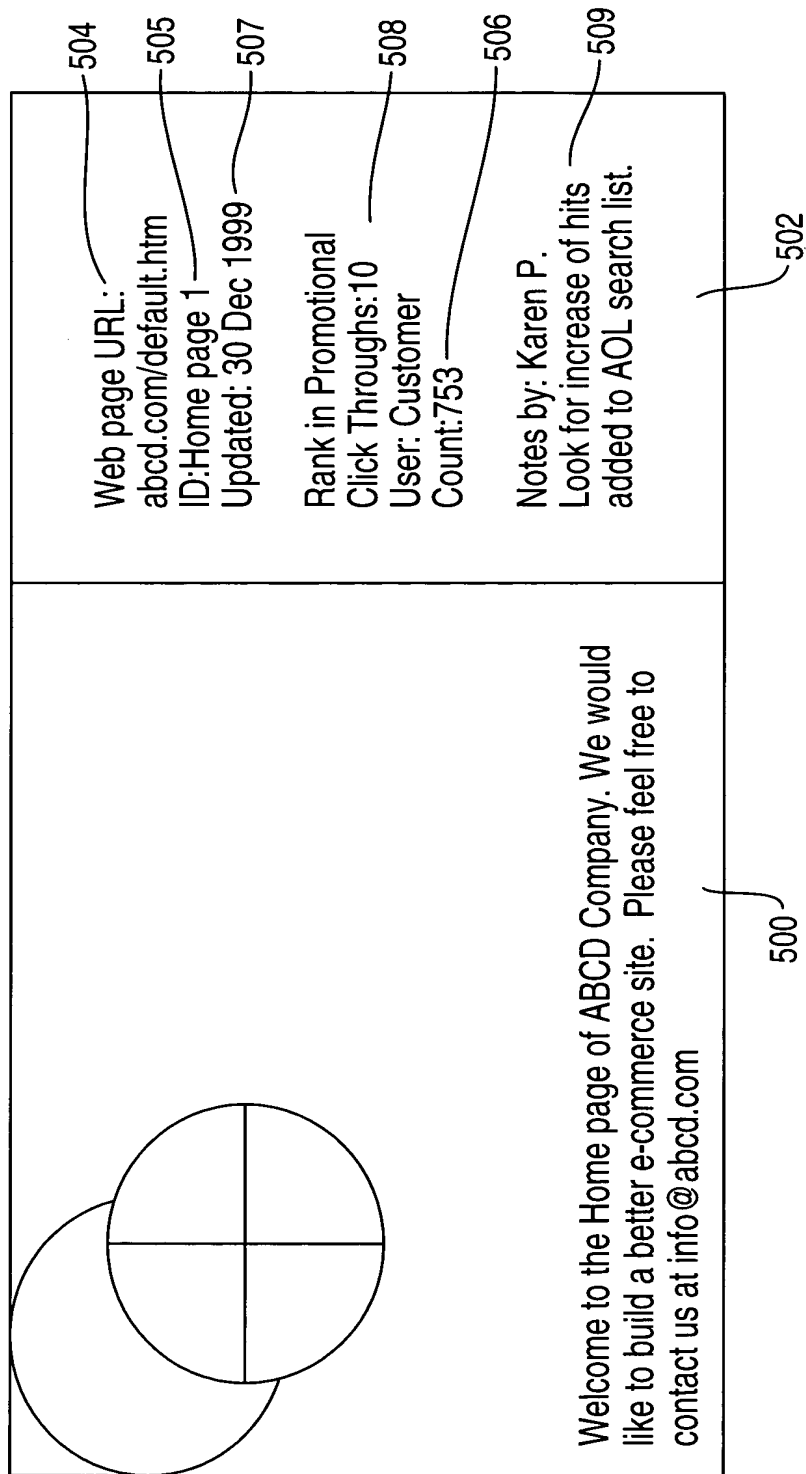




FIG. 5





MicroStrategy Web 6.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address <http://153.64.13.153/ossweb/systiles/gui/default6.htm?project=3>

Reports Templates Filters

☐ Assortment Planning and Allocation

☐ Customer Profiling and Purchasing

☐ Efficient LocalStore Assortment An

☐ In-Season Assortment Tracking &

☐ Intelligent Cross Channel

☐ Intelligent E-Analysis

☐ Intelligent E-Referral

☐ Inventory Analysis

☐ Promotional Analysis 2 - Market Ba

☐ Promotional Product Analysis

☐ Sales Analysis

☐ Store Performance, Expense and L

☐ Vendor Analysis

History Grid New Save Refresh Alerts Options Help

Report: 06b-Sales Demand ContribPerform By Brand

Drill Down

Product Vendor ID	Product Vendor	Unit Sales	\$ Sales	\$ Margin	Margin %	Unit Sales to Total %	\$ Sales to Total %	\$ Margin to Total %
500	<input type="checkbox"/> OrganizationName - 500	48	655	254	38.80%	1.00%	1.34%	1.36%
501	<input type="checkbox"/> OrganizationName - 501	65	492	130	26.31%	1.35%	1.00%	0.69%
502	<input type="checkbox"/> OrganizationName - 502	97	766	289	37.71%	2.02%	1.56%	1.54%
503	<input type="checkbox"/> OrganizationName - 503	94	1,222	545	44.64%	1.96%	2.49%	2.91%
504	<input type="checkbox"/> OrganizationName - 504	32	306	118	38.76%	0.67%	0.62%	0.63%
505	<input type="checkbox"/> OrganizationName - 505	88	949	393	41.39%	1.83%	1.93%	2.10%
506	<input type="checkbox"/> OrganizationName - 506	60	504	183	36.39%	1.25%	1.03%	0.98%
507	<input type="checkbox"/> OrganizationName - 507	40	255	85	33.35%	0.83%	0.52%	0.45%
508	<input type="checkbox"/> OrganizationName - 508	80	906	302	33.36%	1.67%	1.85%	1.61%
509	<input type="checkbox"/> OrganizationName - 509	23	191	71	37.37%	0.48%	0.39%	0.38%

Internet

FIG. 6

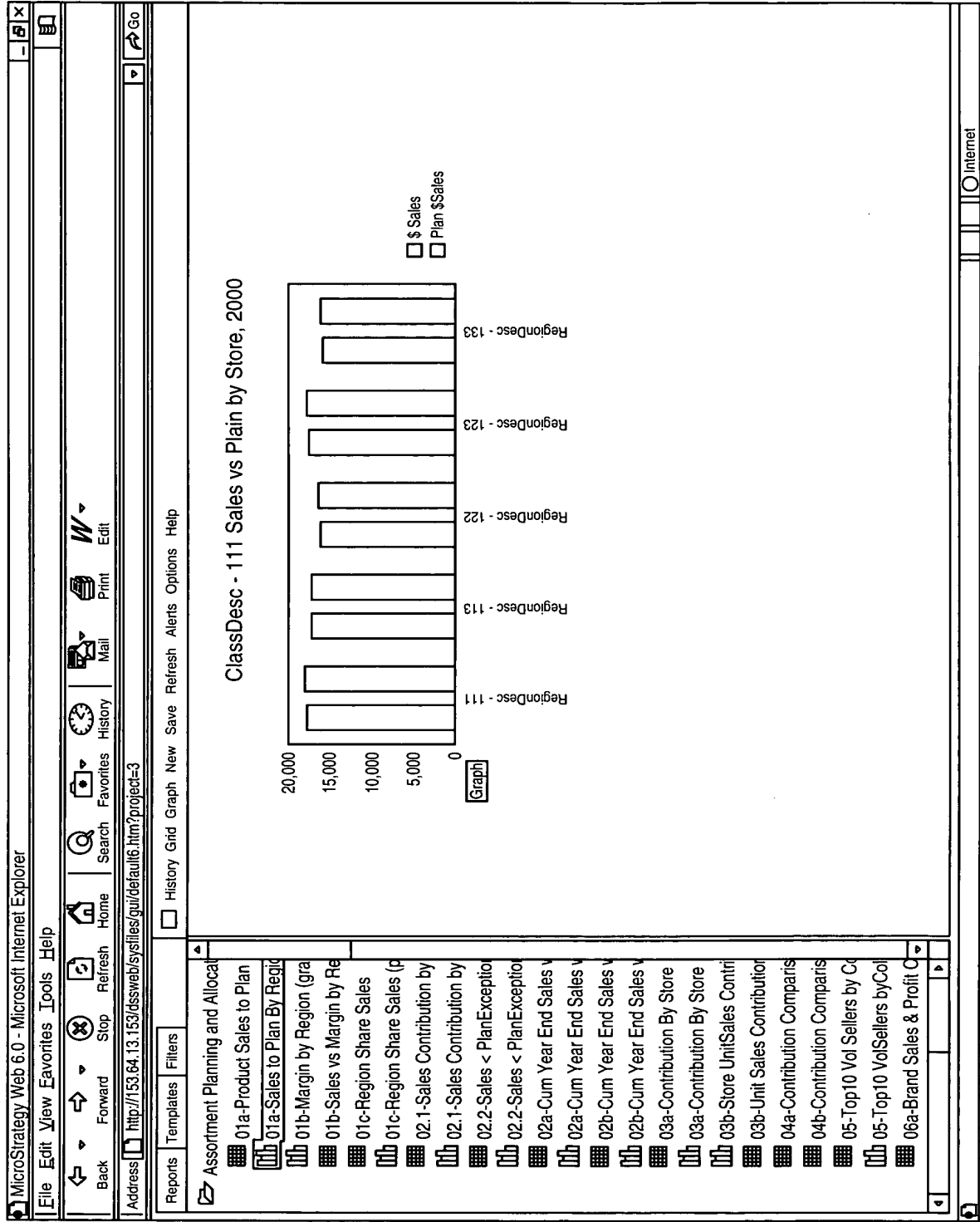


FIG. 7



Report Wizard: Step 1 of 2 (Create Template)

Select items from the Components list on the left and drag them onto the template on the right. To delete an element, click on it with your mouse and press <DELETE>.



Components		Layout	
	\$Sales/SQ. FT. (Product)		
	\$Sales/SQ. FT. (Product) NCM		
	Average Sales Price		
	Avg Lead Time (Days)		
	Avg Rate Of Sales		
	Avg Rate Of Sales (Week)		
	Avg Sales Price		
	Avg. Price		
	Avg. Weeks of Supply		
	CLR Avg. Price		
	CLR. to Total Sales %		
	Cumulative \$ Sales		

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